



Fast Facts

CALIFORNIA DEPARTMENT OF HEALTH SERVICES

CALIFORNIA NUTRITION NETWORK AND CALIFORNIA 5 A DAY — FOR BETTER HEALTH! CAMPAIGNS

What is the California Nutrition Network for Healthy, Active Families?

The *California Nutrition Network (Network)*, funded by the United States Department of Agriculture and The California Endowment, represents the state's largest nutrition coalition, bringing together five state agencies, nearly 200 public entities and nonprofit organizations, 30 media outlets, and more than 59 business and industry partners. To reduce the health risks associated with chronic disease and cancer, the *Network* aims to increase the amount of fruits and vegetables consumed by low-income families to five servings every day, and the number of low-income adults and children who are physically active for at least 30 minutes each day. Working very closely with the *California 5 A Day Campaign* and *California Project LEAN*, the *Network* relies on a comprehensive social marketing and media advocacy approach to motivate healthy nutritional and lifestyle improvements.

To strengthen the research base for statewide *Network* activities, the program conducts several of the largest dietary studies in the state, including the adult California Dietary Practices Survey; the California Teen Eating, Exercise and Nutrition Survey; and the California Children's Healthy Eating and Exercises Practices Survey, along with other research and evaluation projects.

What is the California 5 a Day — for Better Health! Campaign?

The *California 5 A Day Campaign* is a statewide nutrition initiative led by the California Department of Health Services, in cooperation with the National 5 a Day Program and over 65 organizational partners in California, to promote good health and reduce the population risk of serious chronic diseases, especially cancer. The goal of the *Campaign* is to increase the average consumption of fruits and vegetables to five servings or more daily, as part of a low-fat, high-fiber diet and a physically active, healthy lifestyle.

Components of the California Campaigns

California runs several targeted *5 A Day Campaigns* with supportive consumer research:

1. The ***Latino 5 a Day Campaign*** targets limited income Latino adults through media, retail, farmers markets, ethnic festivals, and other community channels. The *Campaign* aims to accelerate recent increases in fruit and vegetable consumption and maintain healthy cultural food practices.

2. The ***Children's 5 a Day-Power Play! Campaign*** targets children 9 to 11 years of age and their parents through mass media, schools, supermarkets, farmers markets, youth groups, food service operations, and other community and health organizations. The comprehensive educational program developed by the *Campaign* will reach approximately 400,000 pre-teens annually.
3. The ***Women's 5 a Day Campaign*** targets middle income women ages 35-50 through mass media, retail, food service operations, wellness corporations, and other community channels.

California Nutrition Network and the California 5 A Day Campaign Projects

The ***California Nutrition Network for Healthy, Active Families*** produces bilingual television and radio public service announcements for statewide media outlets, conducts retail and outdoor advertising promotions with the 5 A Day Campaigns, provides educational materials for distribution in all participating California communities, trains and supports localized public relations efforts, and works with partners to develop policy for institutional and environmental change.

All ***California 5 A Day Campaigns*** combine local resources with *Campaign* resources to create synergy throughout California, starting with a quasi-experimental study to prove the power of collaborative multimedia and community-based interventions in San Diego in 2000. Keep an eye out for more retail, food service, and work site *Campaign* activities in the near future.

The ***Latino 5 A Day Campaign*** sponsors media tours of Latino spokespersons, distributes educational videos and turnkey materials for community use, participates in over 25 festivals and flea markets throughout California, and conducts research in Latino communities to strengthen outreach efforts.

The ***Children's 5 A Day Power Play! Campaign*** statewide roll out has reached children in the Inland Empire, Orange County, and Tri-County regions in 2000, and will reach children in the San Francisco Bay Area in 2001. Ongoing outreach supports existing coalition activities in seven regions of the state.

The ***Women's 5 A Day Campaign*** produces brochures and outdoor advertisements and airs television and radio advertisements. The women's *Campaign* has partnered with the Healthy Dining Program to launch a series of synergistic, multimedia activities in San Diego.

These efforts are funded by the United States Department of Agriculture Food Stamp, Nutrition Education Program; the California Endowment; and the Federal Prevention Health & Health Services Block Grant, through the Public Health Institute.